It’s always the year of the Beetle.

When Ferdinand Porsche designed the first Beetle, no one could have predicted how ready the world was for something different. Millions of cars later, people still haven’t gotten enough. Today’s Beetle harks back to the original coupe in all the right ways, with a modern, sporty twist on the classic. The smiles you’ll get when you drive one are to be expected. Because you’re driving just any Volkswagen; this is the Volkswagen. This is the Beetle for the next generation. That’s the Power of German Engineering.
Features

- Unmistakable profile
- Legendary headlight design
- Signature front fender arch
- Updated sporty look
- Rynchron drivebox
- Color-matched dashboard
- Heritage wheels

High-five to the designers.

It’s okay to stare. That sleek arcing profile and famous front and rear are recognizable around the world for a reason: There’s beauty in simplicity. See the familiar headlight. Even the available LED Daytime Running Lights are graceful in their purpose and serve to accent the unblinking design. That iconic profile needed almost no adjustments, just a bit shaved off the top and a little stretch to the hood to streamline things for the sporting set. The six-speed manual is made to feel good in your grip, so you sweep around bends on the never-ending road to adventure. So grab a friend, and pick a direction. Everyone speaks Beetle.
Customize

Whether you prefer the streamlined California Look or the distinctive style of the Rasta Bug, the Beetle invites customization. We offer a variety of different mods to make your original even more unique. Wrap it in a Second Skin, add a nickname badge, choose new rims, customize your key fob, and more.

Nickname badges: In every country where the Beetle is sold, there’s a nickname to match. Bug, Beetle, Veloze, Pozza, Maggiolino... the list goes on. So whatever language you speak, or want to speak, your Beetle can speak it too. So go ahead.

Second Skin: Do you love the super-sporty look of the Beetle but still want more? Wrap it in a custom Volkswagen Second Skin. Choose from eleven wraps specially designed to suit the Beetle. Spin-up the side or go for a racing stripe to circle the wheels in style.

For more, visit VWCustomize.com

Accessory wheels: 15, 16, or 17-inch rims are yours for the choosing. Go classic or as radical as the past. Or go sports and dip into the future.


Key fob skins: Your keys are definitely key here. Add a black or white ribbed stripe to remind you that speed and style go hand in hand.
When kids pretend they’re driving a car, they make vroom sounds for a reason. Engines sound good. Really good. Listen for the turbo boost in the available 2.0L turbocharged engine, and you’re hearing the sounds of the fastest U.S. production Beetle ever.* Start the TDI® Clean Diesel model and hear the surprisingly quiet purr of the first clean diesel Beetle, designed for both power and efficiency.** Choose the gutsy 2.5L engine, and feel the nimble and precise handling of the standard engine that’s anything but standard. The Beetle may not have changed that much over the decades, but our philosophy is to only change what you can improve. So far, that seems to be working out quite well.

Actions speak louder than words.


• 170-hp engine with 177 lbs/ft of torque
• 140-hp TDI Clean Diesel engine with 236 lbs/ft of torque†
• 200-hp turbocharged engine with 207 lbs/ft of torque†
• DSG® performance automatic transmission with Tiptronic® and Sport mode†
• Sport suspension†
• Dash-mounted performance gauges†
Sound

There’s no doubt the Beetle is the result of sound engineering. In fact, you could say it’s all about the sound. The sound system. The sound of the engine. The sound the Beetle makes. The sound it doesn’t make. And, of course, the sound feeling you get when you know you’ve made a sound investment. See what we mean?

Sound Investment. Every new Beetle comes with a 3-year or 36,000 mile re-chargeable maintenance plan. We call it Carefree Maintenance. You’ll call it peace of mind.

Beep, beep. It sounds so simple. Creates a confirmation sound that tells you when you’ve locked the car. Those two little beeps will become your best friends when you’re searching for your car in the parking lot.

Quiet, please. Diesel engines are incredibly efficient™. And with VW advanced engineering, it’s also means a quiet ride. We like the sound of that.

Music in the air. Did you know that you can stream music wirelessly through your car’s speakers? Start playing music, on your special device, select Bluetooth™ audio, and...welll, you get the concept.

Turn it up. We partnered with Fender® to bring available concert-quality sound to your Beetle and fill the cabin with the raw emotion of live performances. Get ready to rock your drive on the road.

Solid example. You know solid construction when you hear it. That “thunk” the door makes when you shut it tells you that your Beetle is built to last.
Inside an icon.

It’s a rare perspective to have, as if you’re a pair of fuzzy dice or an air freshener hanging on the rearview mirror and looking back into the empty car, just before the passengers get it up. From this angle, you get the perfect look at the available sport seats. If you could turn around, you’d see the heritage KäferTech glovebox and the available dash-mounted performance gauges. It’s one thing to look back at the road as it unfolds behind you. It’s another thing entirely to see the road ahead and choose where it takes you. Thankfully, the choice is yours.

Features

- Heated front seats
- Ultra-leatherite seating surfaces
- Leather seating surfaces
- Customizable interior ambient lighting
- Panoramic sunroof
- Multi-function steering wheel
Modern touch.

Remember maps? Those impossible-to-fold, huge paper guides to your little part of the world? They seem almost quaint now that we have navigation built into our smartphones and available in our cars. Keep one a bit superfluous, too, now that there’s available keyless access with push-button start? And who needs wires when you have Bluetooth connectivity for your cell phone? It’s hard to believe how much technology is packed into a Beetle. But once you get used to it, it’s just as impossible to imagine going back.
Tire Pressure Monitoring System (TPMS). The TPMS helps monitor tire pressure and alerts you when it is too low. Properly inflated tires greatly increase safety by helping create better stability, handling, and braking in almost all situations.

Intelligent Crash Response System (ICRS). After the airbags have been deployed in a collision, the ICRS automatically unlatches all doors, disables the fuel pump, and turns on the hazard lights. That’s why we call it intelligent.

5-star side-impact rating. The Beetle received a 5-star side-impact safety rating from the National Highway Traffic Safety Administration (NHTSA). Which means that in the event of a side collision, the Beetle is designed to protect you and your passengers at the highest level.

Surrounded by safety. In addition to airbags, every Beetle has a specially reinforced safety cage complete with anti-intrusion side beams and form-hardened pillars, designed to help protect you in the event of a collision. Surrounding that are triangle zones that provide space and material to help cushion and absorb the impact while the safety cage insulates you.

ABS and HBA. The Anti-lock Braking System (ABS) helps to keep the brakes from locking up during sudden stops and helps you maintain control over the steering during emergency braking. Hydraulic Brake Assist (HBA) works with ABS to help ensure that you get the maximum braking power from the brake system.

Electronic Stability Control (ESC). ESC helps prevent oversteer or understeer during an evasive maneuver by applying corrective forces to each of the wheels. In other words, it helps you maintain control when you need it most.

Safety

You know that German engineering you admire under the hood? It’s actually throughout the entire car. There are more than a dozen safety features specifically designed to help you prevent a collision. And even more to help protect you in the event of one. So no matter what happens, we’ll do our best to help keep you safe.
No-charge scheduled Carefree Maintenance*

Changing your oil, rotating your tires, topping off the windshield washer fluid—you remember to do all that stuff! Your car does. Right there in your instrument panel. Both it and your dealer will let you know when it’s time to schedule your appointment. And for three years, or 36,000 miles, we’ve got you covered. That’s why we call it carefree. Come by for a courtesy vehicle check within the first 90 days, or 6,000 miles, and ask us any questions you have while we give your Beetle a basic checkup. Then, come by every year, or 10,000 miles, for your next scheduled maintenance check. It’s that simple.

*The Volkswagen Carefree Maintenance Program covers the services listed here for three years or 36,000 miles, whichever comes first during the warranty period. Volkswagen will pay the price of labor on all eligible services, but additives or services not specifically listed may be subject to additional charge. Volkswagen may vary its policies, limits, and/or coverage as it deems advisable. Visit Volkswagen to learn more.
Beetle 2.5L

Includes 2.5L, 4-cylinder engine, 5-speed manual transmission, 17" steel wheels, 5-speed manual transmission, 5-speed manual transmission, Sport suspension, and with steering wheel-mounted paddle shifters.

Options

- Automatic vehicle illumination
- Black running boards
- Body color dashboard and door trim
- Chrome grille and window trim
- Daytime Running Lights (DRL)
- Foglights
- Heated front seats
- Leather-wrapped gearshift knob
- Maintenance Program covers the vehicle's scheduled maintenance for three years or 36,000 miles, whichever comes first. See dealer for complete information.
- RNS 510 navigation system with 5" color touchscreen in center console; Fender® Premium Audio System.
- SiriusXM Satellite Radio with 3-month trial subscription SR, SSN
- Sport suspension
- Technology 2.5L TDI Turbo
- Tyre Pressure Monitoring System (TPMS).
2013 Volkswagen Family

Beetle  
Passat  
Jetta  
Tiguan  
CC

Golf  
Jetta SportWagen  
GTI  
Touareg  
Eos

Think Blue.®

Think Blue is the Volkswagen way to drive progress by creating and producing cars that are more efficient*, eco-conscious, and fun to drive. The Volkswagen line features a variety of BlueMotion® technologies—from TDI engines to precision fuel injection—designed to make our vehicles as blue as possible. Which is likely to make other car companies green with envy. Learn how we think beyond green at vw.com/thinkblue.

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VW.com

*See www.fueleconomy.gov for EPA estimates. Your mileage will vary.